

TVSCAN

Angela McCann - 10/28/12 5:32 PM

CN 339137

Neer HL

Broadcast Order/Confirmation

Pittsburgh - MAYNOV Nielsen

Qualitative Criteria: Release 1 2012 Sep11-Feb12 SCARBOROUGH

Cheryl

Political party affiliation is Independent, Independent, but feel close Democrat or Independent, but feel close Republican and registered to vote in district of residence and always vote in presidential elections

Buyer Anne Braunschweig
Client Restore Our Future, Inc.

Order Number 1,566
Campaign EST 1566
Flight Flight 1 10/30/12-11/06/12

Station WPXI
Address

Agency Mentzer Media
Address 600 Fairmount Avenue
Suite 306
Towson
MD 21286

Telerep

WPXI-NEC

Time Period

Rate

Run Dates

Len

Sp

Mo

Tu

We

Th

Fr

Sa

Su

1	CH 11 EARLY NEWS Tu-Fr 8:00p-8:30p	2	\$1,850	Oct30-Nov02	:30	4	-	1	1	1	1	-	-
2	JEOPARDY Tu-Fr 7:00p-7:30p		\$3,350	Oct30-Nov02	:30	4	-	1	1	1	1	-	-
3	TONITE SHW-NBC Tu-Fr 11:35p-12:35a		\$1,400	Oct30-Nov02	:30	4	-	1	1	1	1	-	-
4	LATE NEWS Tu-Sa 11:00p-11:35p		\$4,000	Oct30-Nov03	:30	6	-	1	2	1	1	1	-
5	LATE NEWS Sun 11:35p-12:05a		\$4,500	Nov04-Nov04	:30	1	-	-	-	-	-	-	1
6	CH11 NWS SU AM Sun 5:30a-8:00a		\$675	Nov04-Nov04	:30	1	-	-	-	-	-	-	1
7	CH 11 EARLY NEWS Mo-Tu 6:00p-6:30p		\$1,850	Nov05-Nov06	:30	1	1	-	-	-	-	-	-
8	JEOPARDY Mo-Tu 7:00p-7:30p		\$3,350	Nov05-Nov06	:30	1	1	-	-	-	-	-	-
9	TONITE SHW-NBC Mo-Tu 11:35p-12:35a		\$1,400	Nov05-Nov06	:30	1	1	-	-	-	-	-	-
10	LATE NEWS Mo-Tu 11:00p-11:35p		\$4,000	Nov05-Nov06	:30	1	1	-	-	-	-	-	-

WPXI Totals

\$66,175

24

Reach / Frequency

42.1

2.8

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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TAPSCAN
Software File

NO 10/29